

EXHIBIT 8

Declaration of Serena Ferguson Mann

I Serena Ferguson Mann, respectfully state as follows:

I am currently the general manager of a cable television station and television production service company. I write as someone who strongly believes in broadcasters' ethos to serve the community which has granted them license to monopolize the public spectrum. I have always been concerned about audience service. I also testify as someone who has gained an awareness of the concerns of minority and female communications employees from mentoring and networking with my peers.

I graduated from Howard University, *Magna Cum Laude* with a degree in Television and Film, and a minor in journalism. I have worked hard and successfully in broadcasting, and was rewarded with numerous honors such as an EMMY and a New York Film and TV Festival Bronze Medal. I can honestly assert that I would not be where I am today without the EEO program. If not for EEO, I would never have been aware of the opportunities available in broadcasting. Walt Disney came to my campus and actively recruited students. This is how I gained my first position in the broadcasting industry. In fact, I was the only minority employee working as a cinematographer for the company in 1979. From these experiences, I can provide some insight on how the EEO policy

works to influence portrayal, content and frequency of issues of concern to broad sections of the viewing public.

First, the EEO policy opened the door for minorities' access to entry-level positions. Many EEO programs were created to comply with the rule, including minority broadcast training programs. There is more representation of minorities in broadcasting as a result of EEO enforcement. It has achieved success in this unique field by targeting the subtle practices that make it so difficult for females and non-whites to obtain opportunities. But there is still a tendency to exclude or rather to prefer others who look and act the same. People are unconsciously more comfortable with their own kind. When the same people are in a position to hire, the result is detrimental for those whose cultures and backgrounds differ from the decision makers. The EEO steps in as a reminder to be inclusive to all members of society. As in any economic sector, once you create opportunities and make people aware of them, there will be applicants vying for those positions. Once people are able to enter the field, they gain the chance to show their value.

Second, the impact of this integration is more inclusive and objective programming and better service to all audiences in the public spectrum. Again, I'd like to focus on the fact I don't believe the majority of the people have negative intentions. But they don't explore all different points of

view. I just believe that people are just not aware of the fact that there could be a group of people with a different background who speak differently from the way they think. If you have a group that is supposed to be covering the community, and the group itself is indicative of what the community looks like, then they are able to portray the community perspective. They are more knowledgeable about the different points of views and different perspectives. It affects their coverage regarding the community.

One particular experience I had was with the riots during the decade between 1960 - 1970. Stations became aware of fact that it was in their best interest to have minorities on their staff right around the time of these riots. They realized that they needed 'translators' to understand what was happening. The riots were a wake up call that made the stations ponder "how are we going to cover this neighborhood when we don't understand it, we don't know where it originated, we don't know how to report it?"

In other situations, I know that my presence on the production staff of the Washington bureau of a large network directly influenced programming decisions made by my employers. The summer of the 20th Anniversary of the 1963 March on Washington, the Bureau chief did not even think of covering this significant event. This was an anniversary that was pulling people from around the world to celebrate,

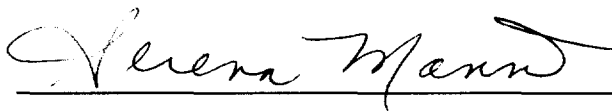
remember and also to renew civil rights again. I clued them in as to the significance of the event. We ended up not only doing a whole series, but also had three or four satellite trucks on that day. Maybe they would have thought of it a couple of weeks later, but they ended up being in the planning stages of the event and not just an 'after-the-fact'.

When I worked in Boston, I was the only minority on the staff of a children's show. We all know that the images all children see on television are extremely influential and characters can become important role models. During the planning for these sixteen shows, I had to remind the staff that they needed to hire minority actors to produce more news packages about minority children.

Third, I disagree with arguments that EEO is costly or difficult because of lack of qualified applicants. The first complaint may not be taking account of the fact that integration makes good business sense. The latter argument may be based on extremely lackadaisical efforts to fulfill the requirements of the regulation. I know so many people, especially minorities, interested in careers in broadcasting and so many journalism majors who are graduating every year that I can't understand the difficulty. As I previously stated, once people are made aware of opportunities more

vein, the proposal to exempt lower job categories or smaller stations would damage the impact created by an integrated work force. These sectors are the chief training ground in the broadcasting industry.

Finally, I think that the EEO policy is still needed to make further inroads in equalizing opportunities and to keep the pressure on broadcasters. EEO is like a poke, a prod, and a wake up call. We have not achieved the equality everyone hoped for when the program was set up. Most of the problems that prompted the EEO regulation still exist. There are certainly more minorities, but that is also indicative of the fact that there are more stations and that more outlets exist, such as cable. We have increased the numbers but the percentages have not increased. In plain terms, it's "hey what does your newsroom look like?" "There are no minorities yet you're covering the Hispanic part of the city, and you have no Hispanics on your staff?" EEO serves as a reminder to be inclusive to all members of society.



Serena Ferguson Mann

February 28, 1999

EXHIBIT 9

EEO: Skip Finley, January, 1999

When I obtained my first job in the business almost 28 years ago, I was fortunate enough to be hired as a floor director at a TV station. I took home \$77.55 weekly and was excited to get it. There were a hundred applicants for the job, many possibly more qualified. I say qualified, because although I had no prior experience in the industry, it was basically an entry-level, unskilled job. Anecdotaly, I was married on Thursday, May 6, 1971, began work at WHDH-TV on Monday, May 10 and quit college Tuesday, May 11—five weeks before graduation—to pursue this opportunity in my chosen profession.

I know with certainty the job was given to me because I was Black. You *may* say I took the job away from another person who wasn't Black. Maybe that's true, but except for the receptionist and personnel director, who first interviewed me, we were the only three Black people at that station—out of about 300 employees.

What one does with that entry-level position is important. The personnel director who hired me at what was then WHDH-TV, was Bill Dilday, who became one of the first Black TV general managers and an owner of one of the first Black owned TV stations, WLBT-TV in Jackson, Mississippi. I owe him a lot.

I've worked my way up to radio station management, owned four radio stations worth over \$40 million at the time and had responsibility for the operations of 18 different radio stations in 12 US markets. Of these four stations, one was Black programmed and the other two were not. Under my company's ownership, each station employed minorities and women in higher proportion than the representation of population. Three of the station purchases were favorably impacted by the Tax Certificate Policy, now defunct. I've been fortunate to have been well enough accepted by my peers that I've served the board of directors of the National Association of Broadcasters as Vice Chair of its radio board in 1993-1994 and as Chairman of the Board of the 5,000 member Radio Advertising Bureau in 1997-1998. I am listed in several "Who's Who" publications as a result of my accomplishments and remain fairly visible within the radio business.

I've contributed to the industry and that started when I was given that first job, again, largely, if not totally due to my being Black. This isn't a business of rocket scientists and, like the American dream, success is possible with enthusiasm, hard work and effort.

When I got my first job back in 1971, only about 2% of licensed broadcast employment included Black persons. Today it's almost 10% and Black professionals continue to make contributions. It seems to me that the EEO rules had positive impact.

Now here's a parallel: The advertising agency industry had no EEO rules. Today, that industry is only 2% Black by employment, compared with almost 13% of the US population. I do not believe in best intentions—and this is proof. Almost all commercials on TV and radio, almost all advertisements in newspaper and magazines—are *not* produced by Black Americans who purchase those advertised products and services.

I'm not saying that people are generally racist—I know my many non-Black friends and associates never had slaves, never burned crosses or wear sheets. But I believe in the words from the Cheers TV song—"you want to go where everyone knows your name"—and hiring is like that. *People* will hire the *people* they know. That's true of all of us. At Black radio stations, many of earn a living as a result of our lack of assimilation into this country. If we all felt included, 72% of the adult, American Black population wouldn't need its own radio stations.

So I believe in regulation, not good intentions and regulation of equal opportunity seems to have worked.

Highly qualified as a former radio station manager, I say with certainty that general managers are responsible for station employment and programming in the public interest, need and convenience. Program Directors implement program policies along with hiring those who execute programming decisions.

In 1995, 5,222 companies and individuals owned all American radio stations. In 1996, 4,865 or, 7% fewer companies and individuals owned all the stations. There are 10,191 commercial AM and FM radio stations, about 500 of which are Black programmed.

About 112 of these 10,191 radio stations are Black owned, down from a high of 186 as recently as 1995.

The Top 50 markets include 70% of the total Black population and have 1,006 radio stations, 205 of which are Black programmed. Of all 1,006, 43 are Black owned.

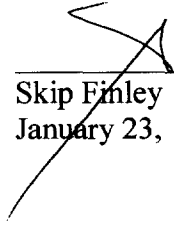
There are (about) 40 general managers in the Top 50 markets who are Black and/or Black women. To the best of my knowledge, there are three Black GM's and one Black program director of stations that are *not* Black programmed, in the country. There are only two general managers of a cluster of market stations (Charlotte and New Orleans) and only one major group manager who is Black. As a parallel, there are more generals in the US Army who are Black than there are Black general managers of radio stations.

I haven't researched how many Black program directors there are who select the music for we and our children to hear. But there are fewer than the 500 stations whose programming appeals to 72% of the entire Black American adult population. Unless I'm mistaken there are only two Black PD's who are women in the Top 50 US markets.

Almost 15 million Black people aged 12 and over live in the Top 50 markets. The 43 Black owned stations employ approximately 900 people. Of the 43, the only 4 Black group owners in America own 30 of these: *Radio One* (14), *Inner City* (5), *Sheridan* (5) and *Blue Chip* (6). Combined, these 4 Black companies can only cause the employment of about 600. In 199, fewer Black managers are being hired and promoted at radio stations.

Since the early 70's when EEO regulations were implemented the positive impact on overall employment is easy to see, track and prove. It is also easy to see, track and prove that the lack of rules governing *promotion* has resulted in little to no promotion.

This separation is somehow unequal—particularly given the fact that virtually all of this data was generated based on the previously existing EEO rules. There doesn't seem to be any history to suggest that goodwill or good intentions will have a democratic or favorable result in the absence of equal employment opportunity rules governing hiring and promotion.



Skip Finley
January 23, 1999

EXHIBIT 10

I, Ragan A. Henry, Esquire, respectfully state the following:

I am President of Media Comm National, Inc.. I am providing this Declaration in support of the proposed FCC regulations regarding EEO enforcement.

In 1971 I organized a group to buy my first AM radio station in Atlanta. Through a natural progress, we embarked on a path of steady growth. By 1995, we had a full component of 26 stations.

FCC EEO regulations are still necessary. From what I know and observe, you don't necessary have many blacks in policy affecting positions throughout the industry. I think broadcasting is better and serves the population better if it has a diverse base of people providing broadcast services. This diversity should be at all levels of the industry from the top management on down. Very often minorities hold the routine positions, but not the right number of policy making or policy affecting positions. I think the FCC's EEOC policies have helped improve that situation and their continuance would help further improve that situation.

A diverse employment base gives a broadcaster the ability to appeal to a broader and diverse group within the populations. As a business proposition, this would be good for the radio. FCC requirements about EEOC forced broadcasters to focus on that as a goal they wanted to implement. Without FCC enforcement, EEO would just be a notion that a lot of people would pay lip service to, with nothing being done practically to implement it. I think that most media owners want to be good citizens and want to operate in accordance within FCC policies. The effect is a regulatory climate, which required compliance, and makes broadcasters focus on it.

In many cases, you didn't have many trained minorities in broadcasting. If a broadcaster wanted to effectively comply with EEOC, that broadcaster also needed to have the ability to train these people who would represent them to the public.

Due to FCC enforcement, more minorities have been involved in broadcasting and have influenced a climate where you now have people more willing to seek positions in broadcasting. A number of people I know, who are now in management positions in the media, actually started out in entry-level positions. They sort of grew into the higher position because there is nothing magic about any of the management-level positions. Many numbers of general managers started out as disc jockeys and time salesmen and they rose up through the ranks until they got the top job in their facility. If given the opportunity, any reasonably intelligent person, with a pleasing personality, can learn to perform almost any job in broadcasting.

For instance, I employed a black female manager, when I owned my Norfolk stations, who started out as a radio time salesman. I had always known that she had as much ability as many of the existing managers within our company. As a manager, she always made her budget and the station ranked at the top of the market. From what I understand, this manager is now responsible for several more stations. There are many such success stories. I estimate that almost 90 percent of the people in broadcasting started out in entry-level positions in broadcasting and gradually expanded their responsibilities and their careers as they were promoted.

I don't think the EEO rules have affected me personally, because I started my career as an owner. However, the FCC's rules and regulations regarding minorities have helped me a lot. I lived through the era where the FCC had tax certificates and other ownership incentives. Many of the transactions that I was fortunate enough to be able to involve myself in came to me because I was a minority and our company was qualified to obtain tax certificates. I think a large number of those transactions sought my company out because we were a qualified minority owned company; with a record for closing on deals, and the seller could get a tax advantage for the transaction.

I've never known a neutral radio station. A radio station usually has viewpoints about any number of issues. Just how does a radio station get a viewpoint? Well, sometimes the viewpoint is greatly influenced by a general manager who has a very strong personality. Usually, where the radio station comes out on the issue, it is largely the collective thinking of the people who are at that station every day. If you are not represented on that staff then you are not going to affect the viewpoint of that radio station. A good thing about FCC EEOC policies is that they put blacks and other minorities in the informal discussion, occurring within most stations, that leads to a point of view. The news and/or program director, like most people, is influenced by his own experiences. If there are minorities that this manager talks to everyday, it is going to have an affect on what he thinks and the viewpoint of the station. We are all affected by our whole experience. Minorities in the media will likely serve to broaden the view of managers on their community's perspectives.

In 1995, broadcast ownership was growing at a rapid rate. We had achieved many tools and policies that helped minority ownership. I attribute the decline of that to the Telecommunications Act of 1996. What had helped minority ownership were the limits on the number of station an organization could own. The Telecommunications Act of 1996, by removing all limits, raises antitrust issues. The large owners have now bid the prices up on station ownership. Many stations, that were minority owned or controlled, were bought back by the majority community. This dynamic has made it less likely that new companies can enter the media market. For instance, when I bought a 10 million dollar property it was 80 percent financed. When this station became valued at 20 million dollars, my borrowing was still limited to 8 million dollars, based on the past performance of the station. Many minorities who could raise 2 million dollars were unable to obtain 12 million dollars in equity to purchase the station. Remember, the station's revenue hasn't change, just the price. Ownership became an impossible financial burden for minorities who were trying to break into the broadcast industry.

If an owner is to succeed, the owner must have an understanding of how a radio station works as an entity and how it relates to the community it serves. Getting the station is only part of what ownership is about. You have to succeed once you get your station. You have to meet your debt service, you have to keep your employees happy to achieve high ratings for a good economic result.

I have consistently mentored people within the broadcast industry and many have been minorities. I think the industry, as a whole, tries to offer these mentoring opportunities, but I don't think broadcaster are focused enough on getting minorities involved in the industry.

This statement is true to my personal knowledge and is made under penalty of perjury under the laws of the United States of America.

Executed 3/4/99

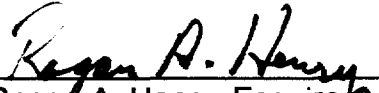

Ragan A. Henry, Esquire

EXHIBIT 11

I, Cathy Hughes, respectfully state as follows:

I am Owner/Chairperson of Radio One, Inc.. I am providing this Declaration in support of the proposed regulations regarding EEO enforcement.

I started my broadcast career at WHUR, in Washington, D.C., while on the faculty of the School of Communications at Howard University. I became the first woman general sales manager at a broadcast facilities in the Nations Capital. I became the first woman general manager in Washington, D.C.. I went on to put WYCE on the air, a signal that had been dark for twelve years. I was then able to purchase WOL 19 years ago.

The FCC's EEO program is still needed. As I reflect on the days when I entered media, in Washington, D.C., I thought it was a new day. I thought it was the land of opportunity for minorities and women to get their foot in the door in the broadcast industry. Particularly with consolidation, they have, in fact, diminished to the point where it is almost impossible to get into the area of management unless you are already in the job market, which is shrinking due to consolidation.

Even though EEO has been eliminated from FCC regulations, as we once knew it, I still want diversity on my staff because I want my staff to reflect my listening audience. This is not only the moral thing to do, it is still the law of the land. I would want to make certain that my company followed a policy that made it possible for the best available talent to have an equal and fair opportunity in the work place.

Historically, minorities have been the last to find out about opportunities absent a mandate that required broadcasters to make job information available. Without EEO, it will be as it was 25 to 30 years ago when minorities applied for jobs that had already been filled.

This type of mandate must also apply to key executives within the industry, because, with consolidation, we now have

broadcast executives who are compensated comparably to those who run the major industries in America.

FCC EEO enforcement has greatly enhanced minorities' access to training and mentoring. Many individuals, who have gone on to excel in the broadcast industry, got their foot in the door because of some type of training program which fed directly into the EEO efforts of the broadcasters.

Once it became so blatantly obvious that there were only a handful of minorities at the management level, you could quantify the reality of job disparity. This brought the pressure to bear on the decision makers within the various broadcast stations to analyze their hiring and promotions practices. It opened doors of opportunities for individuals that had not historically been open to them.

I think that the broadcast industry creates such an interest among people in general, particularly college students. It is fascinating to me that with the elimination of EEO enforcement, consolidation, and the shrinking of job opportunities, there doesn't seem to be any documented decrease in the number of minorities majoring and graduating from communications schools throughout the country. While the changes in EEO may not have affected the size of the job applicant pool, it certainly has affected the opportunities for the applicant pool to gain entry into the industry. The industry itself is perceived as such an exciting and rewarding opportunity, the pool generates itself.

Many broadcast executives, journalists, and personalities got their start in entry-level positions. For example, Sue Simmons, a top television news anchor in the New York market, started off as a receptionist in an insurance company. She was recruited to host a public affairs program which aired once a week, in Washington D.C. She was able to get her foot in the door; went into news; became an anchor in D.C., and ended up in New York as a top anchor. Max Robinson came through a training program and was one of the early national television anchors. The list is endless of individuals who got their foot in the

door, as an intern or a volunteer, and then went on to great heights.

So many individuals, including an Executive Producer with Black Entertainment Television, came through an internship program. An award winning producer with Channel 7, started off with me at a small AM gospel station and is now one of the head producers with the Smithsonian Institute. I would assume that there is a large percentage of individuals who entered the broadcast industry in entry-level positions, many as gophers. A classic example is my former husband, who volunteered for several years at WOL, taking notes, while trying to teach himself broadcasting. There was a need at the station for information to which he was the sole possessor. He went on to become public affairs host, followed by public affairs director for WOL. He then went on to WRC-TV and won eleven emmys for his television production. Had it not been for him being able to intern, he certainly would not have ended up with emmy awards and certainly would not have ended up owning a radio station.

Had there not been a move to get women and minorities into management, I doubt very seriously I would have gotten that opportunity if it not been the burning issue of the day. Beginning some 20 to 25 years ago, the FCC supported the entry of people into the industry other than through the old boy network. As such, I was provided with an opportunity.

I know a lot of people who are in the industry and frustrated because many companies have an EEO policy written on paper that, in reality, doesn't exist. I know of other people who are in companies that have very sophisticated EEO policies, but they fall through the cracks because they become bogged down with the administration of that EEO program.

Regarding programming decision, interactions between white and minority employees within broadcast facilities has a great impact on the prioritizing and the identification of what is important in news. For so long now, a major news priority has been to broadcast which black person got arrested, because the individuals making the decision has a fascination with crime

within the black community. Well, the Black community does not share that fascination with our white counterparts. Our fascination and interests are almost the antithesis of the relationship of crime to the Black community. If I had to pick the issue most important to the Black community I would say it is Black empowerment. I don't think I have ever seen the lead news story being one about a Black empowerment success. Yet rare is the night where a murder, a raid, a drug bust, was not the lead story. If other people, particular in the African-American community, were making the news decisions, I would venture to guess that rarely would you see a drug bust as the lead story.

The interaction of a diverse staff within a broadcast facility would cause a sensitizing process to take place. Lack of minority opportunity has been equally as crippling on the White community as the Black community, because they really do not know our culture and what is going on within our community. If you have minorities in decision-making positions, but they are not able to make decisions that affect policy and direction, then that sensitizing process is not going to take place. They have got to come to the dinner table with more than just an appetite, they must also decide what will be on the menu.

When we start seeing women in management positions, then we start getting coverage on breast cancer, premature child birth, and issues that are of interest to the overwhelming majority of women. It has a ripple effect, and doesn't just affect the broadcast industry, it's even affected research. Once you have women deciding news issues, it also affected the medical industry, because all of a sudden, doctors found there were now women informed of and involved in the decision making process.

When you have an integrated staff, race and gender, there is a certain sensitivity that takes place. I am not saying that those on lower-levels, within the division, don't have impact, but it all starts with your programming content and your ability to attract an audience. Those are the decision that normally do not include the opinion of people in other divisions and other levels. The process itself is not a democratic process.

Opportunity, finance, and personnel management are needed for effective broadcast facility ownership. You've got to be able to really run your business. I am a classic example, as it took me many years, and a lot of assistance to learn the business of broadcasting. I was considered a very good broadcaster, but I was not a broadcast entrepreneur. There is a big difference when you get into ownership. I was an excellent programmer, having created the "Quiet Storm," broadcast on WHUR in Washington, D.C.. I was very good in sales, having quadrupled revenue on stations. However, this is different than having to program, sell and balance your bottom line.

I happen to feel that the ultimate prize in this industry is to own a broadcast facility, or at least to own an interest in a broadcast facility that you work in. Broadcast experience is important to ownership because you would need to be in the war to know what it feels like to be shot at. When you've spent a life time in the industry, it would be impossible for you not to have an appreciation of the viewing audience that you serve. You can only get that by actually working in a broadcast facility. If you are a business person, with no broadcasting experience, you really don't have the connection with the listening and viewing audience that you should have. The longer you stay in this industry, the more addicted you become to being of public service. There is a gratification that goes along with broadcasting when you really see yourself, your efforts and the team at your station make a difference. When you know that you were personally part of an effort to make something good happen, there is a gratification that is hard to describe.

If you don't have broadcasters that have the opportunity to operate, whether at their facility, or someone else's, how do you get the experience. What does come first, the chicken or the egg? I am hopeful that the kinds of "creative financing" that encourages growth in other industries, will prove useful in the broadcast industry. But lack of EEO affects every aspect of our community. If people don't have opportunity, then, as an African-American broadcaster, when I'm looking for personnel that

has experience in the industry, in order to employ minorities, I will always have to start with beginners, as opposed to being able to pick from a pool of talent that has been trained at other facilities. Those trained individuals deserve and earned to right to pursue the course of advancement in broadcasting all the way and straight to ownership.

Mentoring is important for growth in the broadcast business. My biggest success story for mentoring would be Melvin Linsay. I met him when he was in the eleventh grade. I convinced him to come to Howard University. His unparalleled career advancement made me very proud, and he is one amongst many. I enjoy very much taking talent and nurturing it, and trying to be of assistance in its growth and development. I think all of us have that responsibility. I like to put a plug in for us not excluding individuals who may be middle age but get locked into an employment situation. A person who may be age 40 may question whether they should change careers, what do I do, what's next. Ultimately, I would like to see ownership being in the light that's in everyone's tunnel that is in this industry.

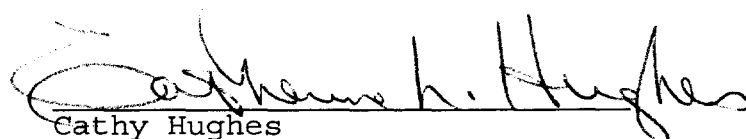
Ninety percent of the people I have mentored have come from the African-American communities. One older person I mentored, challenged me at a conference where I spoke on the obligation to reach back and help. She questioned whether I really believed in helping people and whether I discriminated against White women? I laughed and said no, but I had never been asked by any White woman to be of any assistance. She stayed with me for 18 months and went on to buy her own radio station at an auction. I have a young blond-haired, blue-eyed lady who has been with me for five years. She was one of my most dedicated radio, a beauty shop shampooer, and a high school drop out. She is now in Vermont producing a talk show for the public radio station, and with my encouragement, now has her GED.

I wish I could tell you I have a Black ownership mentoring situation, but I'm still working on it. The new millennium has not arrived yet and I may make it before the year 2000.

Mentoring is, considered by some, to be my number one passion. However, the industry, absolutely, does not provide sufficient mentoring support for minorities and women.

This statement is true to my personal knowledge and is made under penalty of perjury under the laws of the United States of America.

Executed 3/1/99


Cathy Hughes